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Amendments to the Claims:

This listing of claims will replace all prior versions, and listing, of claims in the application:

Listing of Claims:

1. (currently amended): A method for electronic instant message conversation, the method comprising the steps of:
 - receiving at a second unidentified client, a first message to be published from a first client, the first client having a first network address, the second client being unknown to the first client and being unaddressed by the first client;
 - creating at the second client, a second message, the second message comprising the first message and the first network address, said first message in said second message providing context to said second message;
 - transmitting the second message by way of an instant message application from the second client to the first client;
 - retrieving additional information related to the second client; and
 - presenting the second message and the additional information at the first client.
2. (previously presented): The method according to claim 1, wherein the first message is received at the second client from the first client by way of a Publish/Subscribe server.
3. (currently amended): The method according to claim 1, comprising the further step of subscribing, by any one of the first client or the second client, to a channel of a publish/subscribe server, said subscribing being authenticated

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and authorized by said publish/subscribe server unknown to other of said second or first clients.

4. (previously presented): The method according to claim 1 wherein the additional information comprises any one of a first user name, first user title, first user telephone number, first user job responsibility or a first user secretary.

5. (previously presented): The method according to claim 4 wherein any one of the first message or the second message is translated to any one of a telephone message, a video display, an audio message or a mechanical actuator.

6. (currently amended): A method for identifying a message initiator in a system for instant message using a pub/sub server, the method comprising the steps of:

obtaining at a first client, first user identifying information;

incorporating the first user identifying information in a message to be published;

transmitting the message to a pub/sub server;

publishing the message to subscribers of the pub/sub server, said subscribers being unknown to said first user and being authenticated and authorized by said pub/sub server; and

providing the message comprising the first user information to a subscriber who remains unknown to said first user.

7. (Original): The method according to claim 6 wherein the providing step comprises the further steps of:

acquiring second user information based on the first user identifying information in the message; and

providing the second user information to the subscriber.

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8. (Original): The method according to claim 6 wherein the obtaining step comprises the further step of:

transforming user information from any one of instant message, text, audio, video or voice into the digital message.

9. (Original): The method according to claim 6 wherein the presenting step comprises the further step of:

transforming the message to any one of instant message, text, audio or video.

10. (currently amended): A method for electronic instant message conversation, the method comprising the steps of:

creating at a first client, a first message to be published, the first message comprising any one of additional information or a link to additional information, the additional information comprising any one of a user title, a user telephone number, a user value, a user job responsibility or information about a user's secretary;

transmitting the first message by way of an instant message application from the first client to a second unidentified client, the second client being unknown to the first client and being unaddressed by the first client;

retrieving at the second client, the additional information; and

presenting the first message and the additional information at the second client who remains unknown to the first client.

11. (currently amended): A computer program product for electronic instant message conversation, the computer program product comprising:

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a storage medium readable by a processing circuit and storing instructions for execution by the processing circuit for performing a method comprising the steps of:

receiving at a second unidentified client, a first message to be published from a first client, the first client having a first network address, the second client being unknown to the first client and being unaddressed by the first client;

creating at the second client, a second message, the second message comprising the first message and the first network address, said first message in said second message providing context to said second message;

transmitting the second message by way of an instant message application from the second client to the first client;

retrieving additional information related to the second client; and

presenting the second message and the additional information at the first client.

12. (previously presented): The computer program product according to claim 11, wherein the first message is a published message received at the second client from the first client by way of a Publish/Subscribe server.

13. (currently amended): The computer program product according to claim 11, comprising the further step of subscribing, by any one of the first client or the second client, to a channel of a publish/subscribe server, said subscribing being authenticated and authorized by said publish/subscribe server unknown to the other of said second or first clients.

14. (previously presented): The computer program product according to claim 11 wherein the additional information

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comprises any one of a first user name, first user title, first user telephone number, first user job responsibility or a first user secretary.

15. (previously presented): The computer program product according to claim 14, wherein any one of the first message or the second message is translated to any one of a telephone message, a video display, an audio message or a mechanical actuator.

16. (currently amended): A computer program product for identifying a message initiator in a system for instant message using a pub/sub server, the computer program product comprising:
a storage medium readable by a processing circuit and storing instructions for execution by the processing circuit for performing a method comprising the steps of:

obtaining at a first client, first user identifying information;

incorporating the first user identifying information in a message to be published;

transmitting the message to a pub/sub server;

publishing the message to subscribers of the pub/sub server, said subscribers being unknown to the first user and being authenticated and authorized by said pub/sub server; and

providing the message comprising the first user information to a subscriber who remains unknown to said first user.

17. (Original): The computer program product according to claim 16 wherein the providing step comprises the further steps of:

acquiring second user information based on the first user identifying information in the message; and

providing the second user information to the subscriber.

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18. (Original): The computer program product according to claim 16 wherein the obtaining step comprises the further step of:
transforming user information from any one of instant message, text, audio, video or voice into the digital message.

19. (Original): The computer program product according to claim 16 wherein the presenting step comprises the further step of:
transforming the message to any one of instant message, text, audio or video.

20. (currently amended): A computer program product electronic instant message conversation, the program product comprising:
a storage medium readable by a processing circuit and storing instructions for execution by the processing circuit for performing a method comprising the steps of:

creating at a first client, a first message to be published, the first message comprising any one of additional information or a link to additional information, the additional information comprising any one of a user title, a user telephone number, a user value, a user job responsibility or information about a user's secretary;

transmitting the first message by way of an instant message application from the first client to a second client who is unknown to the first client and who is not addressed by the first client;

retrieving at the second client, the additional information; and

presenting the first message and the additional information at the second client who remains unknown to the first client.

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21. (currently amended): A system for electronic instant message conversation, the system comprising:

a network;

a first client in communication with the network;

a second client in communication with the network, wherein the clients include instructions to execute a method comprising:

receiving at a second unidentified client, a first message to be published from a first client, the first client having a first network address, the second client being unknown to the first client and being unaddressed by the first client;

creating at the second client, a second message, the second message comprising the first message and the first network address, said first message in said second message providing context to said second message;

transmitting the second message by way of an instant message application from the second client to the first client;

retrieving additional information related to the second client; and

presenting the second message and the additional information at the first client.

22. (previously presented): The system according to claim 21 wherein the first message is a published message received at the second client from the first client by way of a Publish/Subscribe server.

23. (previously presented): The system according to claim 21 wherein the additional information comprises any one of a first user name, first user title, first user telephone number, first user job responsibility first user secretary.

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24. (previously presented): The system according to claim 23 wherein any one of the first message or the second message is translated to any one of a telephone message, a video display, an audio message or a mechanical actuator.

25. (currently amended): A system for identifying a message initiator in a system for instant message using a pub/sub server, the system comprising:

- a network;
- a pub/sub server;
- a first client in communication with the network, wherein the clients include instructions to execute a method comprising:
 - obtaining at a first client, first user identifying information;

- incorporating the first user identifying information in a message to be published;
 - transmitting the message to a pub/sub server;
 - publishing the message to subscribers of the pub/sub server, said subscribers being unknown to said first user and being authenticated and authorized by said pub/sub server; and
 - providing the message comprising the first user information to a subscriber who is unknown to said first user.

26. (Original): The system according to claim 25 wherein the providing step comprises the further steps of:

- acquiring second user information based on the first user identifying information in the message; and
- providing the second user information to the subscriber.

27. (Original): The system according to claim 25 wherein the obtaining step comprises the further step of:

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transforming user information from any one of instant message, text, audio, video or voice into the digital message.

28. (Original): The system according to claim 25 wherein the presenting step comprises the further step of:

transforming the message to any one of instant message, text, audio or video.

29. (currently amended): A system for electronic instant message conversation, the system comprising:

a network;

a pub/sub server;

a first client in communication with the network, wherein the clients include instructions to execute a method comprising:

creating at a first client, a first message to be published, the first message comprising any one of additional information or a link to additional information, the additional information comprising any one of a user title, a user telephone number, a user value, a user job responsibility or information about a user's secretary;

transmitting the first message by way of an instant message application from the first client to a second unidentified client, said second client being unknown to said first client and being authenticated and authorized by said pub/sub server;

retrieving at the second client, the additional information; and

presenting the first message and the additional information at the second client.

30. (currently amended): The method according to claim 1, comprising the further steps of:

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associating the second client with a channel of a Publish/Subscribe server, said second client being authenticated and authorized by said Publish/Subscribe server;

the first client sending the first message to the channel of the Publish/Subscribe server;

determining network addresses of a plurality of subscribers associated with the channel, the plurality of subscribers associated with the channel comprising the second client; and

~~The~~ the Publish/Subscribe server publishing the first message to the determined plurality of subscribers.

31. (previously presented): The method according to claim 4, wherein the additional information further consists of any one of a first user address, a first user value, a text file, a video file, an audio file or a network link (such as a URL).

32. (previously presented): The method according to claim 6, wherein the transmitting step comprises the further steps of:

the first client associating the first message to be transmitted with a channel of the pub/sub server;

the pub/sub server determining network addresses of a plurality of subscribers associated with the channel, the plurality of subscribers associated with the channel comprising the second client; and

the pub/sub server receiving the first message from the first client;

wherein the publishing step comprises the further step of publishing the first message to the plurality of subscribers associated with the channel of the pub/sub server.

33. (previously presented): The method according to claim 10, wherein the additional information further consists of any one

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of a text file, a video file, an audio file, a network link such as a URL, a telephone message or command information for actuating a mechanical device.